

REMARKS

After entry of the Amendment, claims 1-3, 7-13 and 15-19 are pending in the application. Claims 4-6 and 14 have been canceled. Claims 1 and 17-19 have been amended to more specifically claim the subject matter of Applicant's invention. Reconsideration of the application as amended is respectfully requested in view of the amendments defined herein and the following remarks.

In the Office Action date July 6, 2007, claims 1-18 stand rejected under 35 U.S.C. 101 for failure to recite a product made by the recited claimed invention. Claims 1, 17 and 18 have been amended to more specifically claim the subject matter of the invention. Reconsideration of the claims as amended is respectfully requested.

Claims 1-19 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Whirlpool Corporation literature in view of Abelow, U.S. Patent No. 5,999,908. The Examiner asserts that although Whirlpool does not specifically teach designing a product based on the correlation between the product personality and a visual characteristic of the product series as viewed by a consumer, it would have been obvious to one skilled in the art to modify Whirlpool to use the concepts as taught by Abelow. Claims 4-6 and 14 have been canceled and are not longer pending in the application.

Claim 1, from which claims 2-16 depend, recites a product which is part of a series of products, wherein the products include at least one of a washer, dryer, refrigerator, freezer, oven, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven. The product is made by a process that includes establishing a product personality for the product series by creating a perceptual map having a plurality of axes that are exclusive and differentiated.

Claim 17 recites a method of creating a product which is part of a series of products, wherein the products include at least one of a washer, dryer, refrigerator, freezer, oven, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven. The method includes the step of mapping customer perceptions of the brand personalities wherein the perceptual mapping includes a plurality of axes that are exclusive and differentiated.

Claim 18 recites a method of creating brand equity in a series of products, wherein the products include at least one of a washer, dryer, refrigerator, freezer, oven, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven. The method includes the step of associating a plurality of images and a plurality of dominant personality traits to generate an association between the plurality of images with the plurality of dominant personality traits and the step of creating brand visual characteristic by plotting the association on a perceptual map having a plurality of axes that are exclusive and differentiated.

Claim 19 recites a series of appliances, wherein the appliances include at least one of a washer, dryer, refrigerator, freezer, oven, stove, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven. The series of appliances comprises a first and second appliance. The first appliance has an appearance with a visual characteristic correlated to a predetermined product personality. The product personality is established by creating a perceptual map having a plurality of axes that are exclusive and differentiated. The second appliance has an appearance with similar visual characteristics correlated to the product personality. The similar characteristic includes at least one of a panel, frame, top, bottom, rollers, stand, contour, dispenser, plating, pan, icon, graphic, color, texture, display, LED display, lever, tray, shelf, bar, lighting, switch, door, handle, knob, button, dial, siding, backing, interior, façade, and shape.

Whirlpool discloses a series of kitchen designs incorporating Whirlpool appliances. On page 4 of the document is a first kitchen illustrated in the upper left and a second kitchen illustrated in the lower right. The first kitchen displays a built-in refrigerator and oven and a ceramic glass cooktop. The built-in oven and refrigerator, which are both manufactured under the KitchenAid name plate, appear to be made of a stainless material, giving the two pieces a similar visual appearance, but it is not readily apparent that the appliances depicted belong to the same product series. Similarly, it is not apparent that the appliances in the second kitchen illustrated on page 4 and the kitchens illustrated in pages 6 and 7, have any visual similarities other than being of the same color. In fact the second kitchen on page 4 and the kitchen shown on page 7 do not even match in color as the refrigerator (and the dishwasher on page 7) include panels to match the cabinets. Therefore, Applicant submits that Whirlpool is devoid of a product which is part of a series of products, wherein the products include at least one of a washer, dryer, refrigerator, freezer, oven, range,

counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven, and the product is made by a process that includes establishing a product personality as recited in claims 1 and 17-19. Applicants further submit that Whirlpool is also devoid of establishing a product personality for the product series by creating a perceptual map having a plurality of axes that are exclusive and differentiated as recited in claims 1 and 17-19.

Abelow discloses a computer based product design module, hereafter referred to as a CB-PD module. The module, which is described as a smart card (col. 7, ll. 33-42), continuously collects data or customer desires from the users as the product or service is used. The data is then conveyed to the vendors to help them to understand the performance and usability of the product and the customer's needs. Col. 9, ll. 18-28. The product having a CB-PD module is interactive and requires the customer to interact with the CB-PD module in order for the information to be obtained by the vendor. Col. 16, 9-14 and 65-67. The module is a market research tool that can provide the vendor with information related to improve product design (col. 18, ll. 15-20), information related to product development (col. 19, ll. 49-67), information related to initial product launch (col. 20, ll. 1-15), and information related to continuous improvements and upgrades (col. 20, ll. 16-31). Abelow discloses an interactive module that enables reduced market research expenses. Col. 18, ll. 15-20. However, the module in Abelow is described as being configured in products and services, but does not disclose that the information is obtained to be used in product which is part of a series of products, wherein the products include at least one of a washer, dryer, refrigerator, freezer, oven, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven as recited in claims 1 and 17-19. Further, Abelow is devoid of establishing a product personality for the product series by creating a perceptual map having a plurality of axes that are exclusive and differentiated as recited in claims 1 and 17-19. Therefore, it is respectfully submitted that any permissible combination of Whirlpool and Abelow still fails to disclose establishing a product personality for the product series by creating a perceptual map having a plurality of axes that are exclusive and differentiated as recited in claims 1 and 17-19. Reconsideration is respectfully requested.

It is respectfully submitted that this Amendment traverses and overcomes all of the Examiner's objections to the application as originally filed. It is further submitted that this Amendment has antecedent basis in the application as originally filed and this Amendment does not add any new subject matter to the application. Reconsideration of the

application as amended is requested. It is respectfully submitted that this Amendment places the application in suitable condition for allowance; notice of which is respectfully requested.

Respectfully submitted,

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